



NOVEMBER 14, 2022

INFORMATION ACTION

SUBJECT: PUBLIC EDUCATION AND OUTREACH MEDIA CAMPAIGN UPDATE

Strategic Plan Priority Area: Child Health

Goal: All children thrive by achieving optimal health prenatal through age 5.

SUMMARY OF THE ISSUE

First 5 California's (F5CA) media and public relations contractor, Rescue Agency (Rescue), will provide updates on the development of the campaign to educate parents of children ages 0 to 5 about toxic stress. Updates will include information about the formative research findings and the baseline evaluation results, creative concept testing results, and strategic direction to inform the campaign effort.

SUMMARY OF PREVIOUS COMMISSION DISCUSSION AND ACTION

In October 2022, Rescue provided an overview to the Commission of the bridge campaign titled, *The Dragon Song*, including the foundational research that was conducted to help inform the path forward for the campaign that launched in October 2022, along with the campaign strategy, creative, and media activity.

The presentation included their approach to applying intentional and equitable communications strategies to reach California's parents and caregivers, especially hard-to-reach populations, and the long-term vision to support F5CA's North Star statement through 2024.

ATTACHMENTS

None.